Innovation, Trade and Rural Development
Tourism, Culture and Recreation
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Next Phase of Placentia's Town Square Project Underway

The Town of Placentia is set to begin construction of the Placentia Cultural Arts Centre with a $344,540 investment from the Provincial Government. This is the third phase of the community's town square project and has a total cost of $1,378,160.

"The financial investment in the Town of Placentia is directed towards providing the community the necessary infrastructure to celebrate its history and culture to local and visiting audiences," said the Honourable Trevor Taylor, Minister of Innovation, Trade and Rural Development. "The Provincial Government is committed to partnering with community groups to identify and fund initiatives that help stimulate community growth both from a social and economic perspective."

Scheduled for completion in 2009, the Placentia Cultural Arts Centre will be used to host local events, as well as provide facilities for theatrical, artistic, and other performances.

The Honourable Clyde Jackman, Minister of Tourism, Culture and Recreation, said the facility will be a welcome addition to the province's cultural and tourism resources.

"The centre will complement Placentia-area tourism activities and venues, such as the Placentia Annual Regatta, Castle Hill National Historic Park, and Cape St. Mary's Ecological Reserve," said Minister Jackman. "It will also support our efforts to develop cultural tourism opportunities. There are few places in Canada – indeed, in the world - where the opportunity to develop closer links between culture, heritage, and tourism opportunities, is more obvious than in Newfoundland and Labrador."

"The construction of an arts centre in the Town of Placentia will provide a showcase of all artists from Placentia Bay," said Mayor Bill Hogan. "This centre will attract visitors and launch an ambitious cultural/heritage program making Placentia the envy of the provincial arts community and a prominent destination for tourists. It will provide many opportunities for small businesses in our community."

Once completed, the 'town square' will be the focus of Placentia's community events. The initiative will include the cultural arts centre, along with upgrades to streets and sidewalks in addition to the existing administrative centre and Star Hall.

Funding was provided through the Provincial Government's Regional/Sectoral Diversification Fund (RSDF). Administered through the Department of Innovation, Trade and Rural Development, RSDF is a $5 million fund and a component of the province's Comprehensive Regional Diversification Strategy. The fund provides non-repayable contributions to economic development agencies for initiatives that address regional and sectoral development and diversification.

- 30 -

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